

## **ABSTRACT**

**THESIS:** One and Done: Predicting Paper Towel Use Using a Reasoned Action Approach

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**PAGES:** 66

As environmental concerns increase, scientists, politicians, and laypersons are looking for ways to decrease our footprint on the earth. One method is to reduce the amount of waste produced. This study utilizes the Reasoned Action Model (Fishbein & Ajzen, 2010) to predict intentions to use a singular paper towel. Results support the validity of the model for accurately predicting intentions. To investigate the validity of the model for predicting behavior, past paper towel usage was used as a proxy to future behavior. Personal norms and intentions combined to account for the most variance in paper towel usage. Additionally, participants were randomly assigned to watch a persuasive video on using a single paper towel or a control video. T-tests revealed that the persuasive video increased attitudes, perceived behavioral control, and intentions to using a single paper towel.